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H. Gooding Field Dissects Public Finances For Ad Club

(Continued from page ten)

taxation, but no systematic check is made to verify the figures submitted. Other than a cursory examination of profit and loss accounts.

Efficient Publicity.

There should be efficient publicity in all departments of the government. The financial transactions should be charted, so as to visualize this class of the public business. Every one who by virtue of paying rents or taxes has a stake in the government is entitled to know how his enterprise is being run and how much it costs to run it. As a rule he can find out these things if he has time and patience enough, but efficient publicity means that he should have this information in the clearest shape, and also available to him when he wants it. To ensure such efficient publicity would be one of the chief aims of a department of audits and statistics. With Accounting Control and Efficiency, \$1,000,000 Saved Annually to Territory.

Under our present useless system of checking up public funds, my investigation on Hawaii county alone has shown that it has cost the taxpayer, since county government became effective, over \$100,000 in actual stealings, with a very safe estimate that another \$200,000 of the taxpayers' money had been squandered in that county through lack of accounting control. There is no telling what a thorough investigation of the finances of the territorial departments and the other counties would

reveal. I am convinced that with the extravagance and waste which I know does exist and has been allowed to pile up in a great many of our public departments that economies could be effected by competent and centralized supervision, with efficiency as the keynote, which would not only pay for the running expenses of such a department of accounts many times over, but save to the territory, before many years, an amount of from, approximately, \$500,000 to \$1,000,000 annually. We must also bear in mind that unless the supervision over our public accounting is known by the officials whose accounts are being investigated is both competently and impartially exercised, that temptation to commit crime is always present. This has been one of our greatest weaknesses in the past.

Territorial Bank Examinations.

Had the checking of our territorial banks and financial institutions been done by a thoroughly equipped department, such as the one proposed to be created, instead of the methods of examination at present in vogue, the stockholders of one local bank would, to my personal knowledge, have been spared the necessity of making good a shortage of \$50,000 which had passed the scrutiny of our present bank examiner.

Losses and Leakages Should Not Be Tolerated.

Gentlemen, it has been my training, through years of study and experience, to analyze financial conditions by setting forth facts without prej-

dice and drawing logical conclusions therefrom. I think you will agree with me that my deductions made in 1912 on the Hawaii county financial situation were correct in the light of the recent developments there. My recommendations on the situation in this county two years ago were equally constructive and practical, and had they been carried out, instead of being pigeon-holed, I venture to state that our local government would have been already many thousands of dollars to the good. Our financial situation is vital to all our interests. The losses and leakages which a private business concern would not tolerate should not be overlooked in our public affairs. We must submit to methods such as are approved in the most advanced business system. We must abolish unnecessary jobs. There is no estimating how much might be saved us by this one item of business efficiency. No industrial concern would tolerate such a state of affairs as exists in this territory twenty-four hours before turning in for a drastic reorganization.

Now let me ask you business men, what have you done to raise the standard of our public business? Gentlemen, I am afraid you have grown indifferent to the present low standard of work, with the inevitable disregard for either economy or efficiency. So soon as you realize that waste defrauds as much as graft, so soon will you insist on efficiency and honest management in your public affairs.

NORTHWEST TO WORK WITH THE OTHER BUREAUS

Ford Finds Ad Clubs and Commerce Chambers Keen to Cooperate

(The following letter from Mr. Ford reached Honolulu yesterday, apparently following its author in the Maipo.)

By ALEXANDER HUME FORD
EN ROUTE FROM SEATTLE TO SAN FRANCISCO, July 2.—The Ad Clubs and Chambers of Commerce of the Northwest have agreed to hold annual "Hands-Around-the-Pacific" banquets in each of the large cities of British Columbia, Washington, and Oregon; and these communities are now organizing a Northwest Tourist Bureau that will affiliate with the movement to have all of the tourist bureaus of the Pacific work together as one.

We arrived in Seattle on Sunday, with pressing engagements in San Francisco on Friday, so I left Joe in Seattle to arrange conferences for me with the officers of the Chamber of Commerce and the Ad Club, etc., on Tuesday, and took the train for Vancouver, as I had arranged last December at our Sydney convention to meet the British Columbia representative, H. Otto Frind, in Vancouver during the latter part of June. Frind was there to meet me, having just arrived from New Zealand, where he has been mapping for the New Zealand government new routes through the Southern Alps, for Frind is a man who always travels with a Swiss guide instead of a valet, and is the live wire of the Canadian Alpine Club. He is taking up with the British Columbia parliament the matter of the establishment of a government tourist bureau, with an appropriation of \$50,000 a year, to be spent in publicity work for British Columbia. Frind, with his Alpine guide, has promised to visit us in Hawaii, and to relocate the lost trail over the great Pail between Lahaina and Wailuku.

I got Frind out of bed at what he seemed an unearthly hour, but at 10 o'clock we were taking up the object of our work with the president of the board of trade, and received his assurances of cooperation. An hour later we were taking up with Richard S. Ford, the editor and proprietor of the Vancouver Sun, the matter of a campaign of education that will help to bring about the formation of the British Columbia government tourist bureau, and its cooperative work with the other bureaus of the Pacific. At noon I was telling the Ad Club members at their weekly luncheon all about the work of our Ad Club in Honolulu, and what the "Hands-Around-the-Pacific" movement has accomplished in getting all of the countries of the Pacific together to work together, and after I was through the president got up, and the way he spoke of the wonderful work that the Ad Club of Honolulu had done to make the people of the Pacific one nation would have thrilled every member of our Honolulu Ad Club. I let it go at that.

The Vancouver Ad Club will now give an annual "Hands-Around-the-Pacific" banquet, with a table for each country around the Pacific and a speaker from each table. It will also promote the work of having all of the Ad Clubs of the Pacific Coast cooperate with all of the weekly luncheon clubs about the Pacific in a movement to create Pacific patriotism, and it will expect the Ad Club of Honolulu, as the central organization at the cross-roads of the Pacific, to take a leading part in this work. I will have to do some explaining before the Ad Club when I get back to Honolulu, but then, I am good at explaining. The Vancouver Ad Club, through Mr. R. Broadbridge, who is the "Bonnine and Baker" of the Northwest, has presented some splendid photographs of the Vancouver country to our Honolulu library.

In Vancouver we made a practical beginning toward the collection for our Honolulu "Hands-Around-the-Pacific" library, in which now we shall have

the daily papers and monthly magazines published in Vancouver, these being on the exchange list of the "Mid-Pacific" Magazine, which is arranging to exchange with all of the newspapers and other publications of the Pacific, so that in Honolulu we may have one great central library of information to Pacific matters, to be used for free reference by anyone from any part of the Pacific stopping in Honolulu.

Joseph did his work in Seattle well, so that when I returned from Vancouver I found Tuesday all outlined, with its meetings at the Chamber of Commerce, Commercial Club and Ad Club, and with the transportation organizations. Joe had seen to it that there was a preliminary basis of information, so that when I got in touch with Mr. Robert H. Mattison, the head of the publicity, industrial and immigration departments of the Seattle Chamber of Commerce, we simply laid out our plans for the day, and went through with them. The Seattle Chamber of Commerce is taking the lead in the organization of the Northwest official tourist bureau. Portland, Seattle and Spokane have already agreed to go into the movement. The three or four transcontinental railways will probably contribute support, and it is probable that Tacoma and Vancouver will also unite with this plan to have one general official tourist bureau for the Northwest, and this will become a part and parcel of the "Hands-Around-the-Pacific" work.

Mr. Joseph Blithen, who is business manager of the Seattle Times, is also the president of the Ad Club, and his father, the editor of the Times, joined with his son in promising the strongest support to the "Hands-Around-the-Pacific" work. Through Mr. Joseph Blithen, the Ad Club pledged itself to have a great "Hands-Around-the-Pacific" lunch once a year in Seattle, and the work of boosting the Northwest tourist bureau was at once begun through the press.

The heads of the Alaskan and Puget Sound transportation companies with whom I conferred promised their support, and in connection with the \$5-a-day around the Pacific cruise rate, they will cut their rates so that tourists on the around-the-Pacific cruise will be taken to Alaska for either ten or twenty days at the same daily rate, and trips about the Puget Sound country will also be arranged at this or a lower rate.

When the Official Northwest Tourist bureau is perfected it will take care of the tourist arriving in the northwest and seek to induce him to remain for a month or more in that region. The interest to us in Hawaii and about the Pacific in the success of the Northwest Tourist bureau is that if it can pull ten thousand tourists a year from different parts of the United States to the northwest, we could get a lot of these to come to Hawaii and some of them to go around the Pacific. It will bring nearer the day when we shall have a direct line from Seattle to Hawaii. Mr. Brodie of the Canadian Pacific told me in Vancouver that if he could send his "Empress" boats by way of Hawaii that they would be filled every trip. If it were not for Hawaii being under the coastal laws as far as water transportation is concerned, we should have a direct transpacific line from Seattle touching Hawaii. There is hope that before long the Union Steamship Company will put on a fortnightly service to Vancouver in place of the present monthly service touching Honolulu, and then when we turn our attention to there will be plenty of regular communication with the Puget Sound country.

We have one enthusiastic booster on several committees of the Chamber of Commerce in Seattle, in the person of George McK. McClellan, our one-time representative in Washington. I had not been at the Chamber of Commerce ten minutes before he phoned me up to ask me what he could do in Seattle to boost for Hawaii. He is doing splendidly in law practice and declares that if they ever get an auto road to the top of Tantalus that he will return to Hawaii; and seriously speaking, I believe that an auto road to Tantalus would be about the biggest promotion asset that we could get for the price. Many energetic business men who falsely imagine that our climate is enervating, might be induced to locate in Hawaii if they could be assured of cool nights in the mountains within 30 minutes of their business offices. It is outdoor work

that counts most in promotion and the people of the big cities of the northwest are realizing this and are beginning to centralize their work on the development of Puget Sound resorts, the building of hotels in the great mountain reservations, such as Rainier park and the development of the great country attractions.

In Tacoma, the Commercial club, the Chamber of Commerce and the Ad club all have their headquarters, banquets and lunches in one building, and work together in union and we have arranged through Mr. T. H. Martin, secretary of the Chamber of Commerce and the Commercial club in Tacoma, to have the Chamber of Commerce hold the annual "Hands-Around-the-Pacific" banquet. Mr. Martin is an enthusiastic worker in the bringing about of the Northwest Tourist bureau that will develop the outdoor country for the tourist.

In Portland, Oregon, the Chamber of Commerce and the Commercial club will cooperate with the Ad club in having a routing annual Hands-Around-the-Pacific banquet in Portland. Mr. Giltner is secretary of the Chamber of Commerce and assured the backing of his organization in the movement to get all countries of the Pacific to work together to create a Pacific patriotism and Mr. C. C. Chapman, the "live wire" of the Commercial club, which is in the same building, at once took the matter up of having his organization cooperate. Mr. Chapman is the great outdoor worker for Oregon. He heads the promotion and publicity work and never advertises Portland—everything is Oregon and the settlement on the land. He does not sit at his desk and write asking conventions to meet in Portland, he goes out to the furthest ends of the country and gets them. If Portland or any part of Oregon thinks that it will be benefited by having a new industry established, Mr. Chapman is the man who goes out to the capitalists of America to interest them. It takes him just a second to see if a thing is good for Oregon, and after that one second of insight he devotes his energies in accomplishing this thing that he knows will advance his state. He is the head worker in the movement to create the Northwest Official Tourist Bureau and Publicity Organization, the Commercial club of Portland having this line of work in hand, while the Chamber of Commerce is more of a Merchant's Exchange and looks after shipping and freight rates, etc., and backs the promotion work of its sister club.

Mr. W. B. D. Dodson was called in to confer with us, as he has had for some time the work in hand of bringing about a regular fortnightly steamship service between Portland and Hawaii. This came recently within an "ace" of accomplishment, and the plan is by no means abandoned. I believe it will come about, and I shall return to Hawaii to interest certain industrial leaders who can assure success to this new service to the northwest.

We are now on the train headed for San Francisco! HOORAY! And after a few days there we shall start back for home and Honolulu, and we don't care if we do arrive on the 13th. In ten months' hard work we have secured the promises of cooperation in the part of every state and country bordering on the Pacific, with the exception of California, and the next few days' work in San Francisco will make known whether the directors of the great exposition are "willing to accept the cooperation that all of the countries of the Pacific offer, that must bring to the Pacific coast of America an increasing flow of population that will be so needed to develop commercial activities of the great new Pacific life that begins with the opening of the Panama canal.

DEATHS.

GOERLICH.—In Honolulu, Hawaii, July 13, 1914, Hieronymus Goerlich, a native of Germany, aged 60 years. The funeral services will be held at 2:30 o'clock this afternoon at the undertaking parlors of H. H. Williams, Fort street.

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